

Meeting #4

June 25, 2014



commercial development task force

city of dublin



Tonight's Agenda

- CDTF Process and Recap of Meeting #3
- Economic Incentives Recap and Discussion
- Homework Assignment Recap
- Open Discussion
- Community Audience Feedback
- Summary and Next Steps

City's Actions to Stimulate Economic Investment

Direct Economic Incentives

- Sales Tax Reimbursement Program
 - Offsetting physical improvement costs of project with rebate of new sales tax revenue
 - City offering up to 50% of new sales tax revenue (over \$10 million for five years; over \$50 million for 10 years)
- Traffic Impact Fee Deferral Program
 - Payment due just prior to occupancy rather than at building permit
- Commercial Façade Improvement Grant Program



City's Actions to Stimulate Economic Investment

Direct Economic Incentives

- Fee Financing through SCIP Program
- Sewer Capacity Assistance Program
- Small Business Assistance Program – Grants
- Industrial Development Bonds

City's Actions to Stimulate Economic Investment

Indirect Economic Incentives

- Small Business Assistance Program – Small Business Support
 - Targeted Workshops (such as “Access to Capital” to link business owners with resources)
 - SCORE / SBDC resources
- Permitting assistance
- Site Selection

City's Actions to Stimulate Economic Investment


Indirect Economic Incentives

- Promote Dublin's key strengths including:
 - Very low business taxes—only \$50 for business registration
 - Strong market/superb location
 - Available sites
 - Educated Workforce
 - Clear zoning and permitting process
- Targeted marketing for business attraction
 - International Council for Shopping Centers (ICSC)
 - Broker Roundtable events
 - Trade & Industry publications (San Francisco Business Times)

City's Actions to Stimulate Economic Investment

Indirect Economic Incentives

- Targeted marketing for shopper & visitor attraction
 - Visit Tri-Valley
 - “Discover Dublin” Shop Local Holiday Campaign
 - Livermore Valley Winegrowers Association

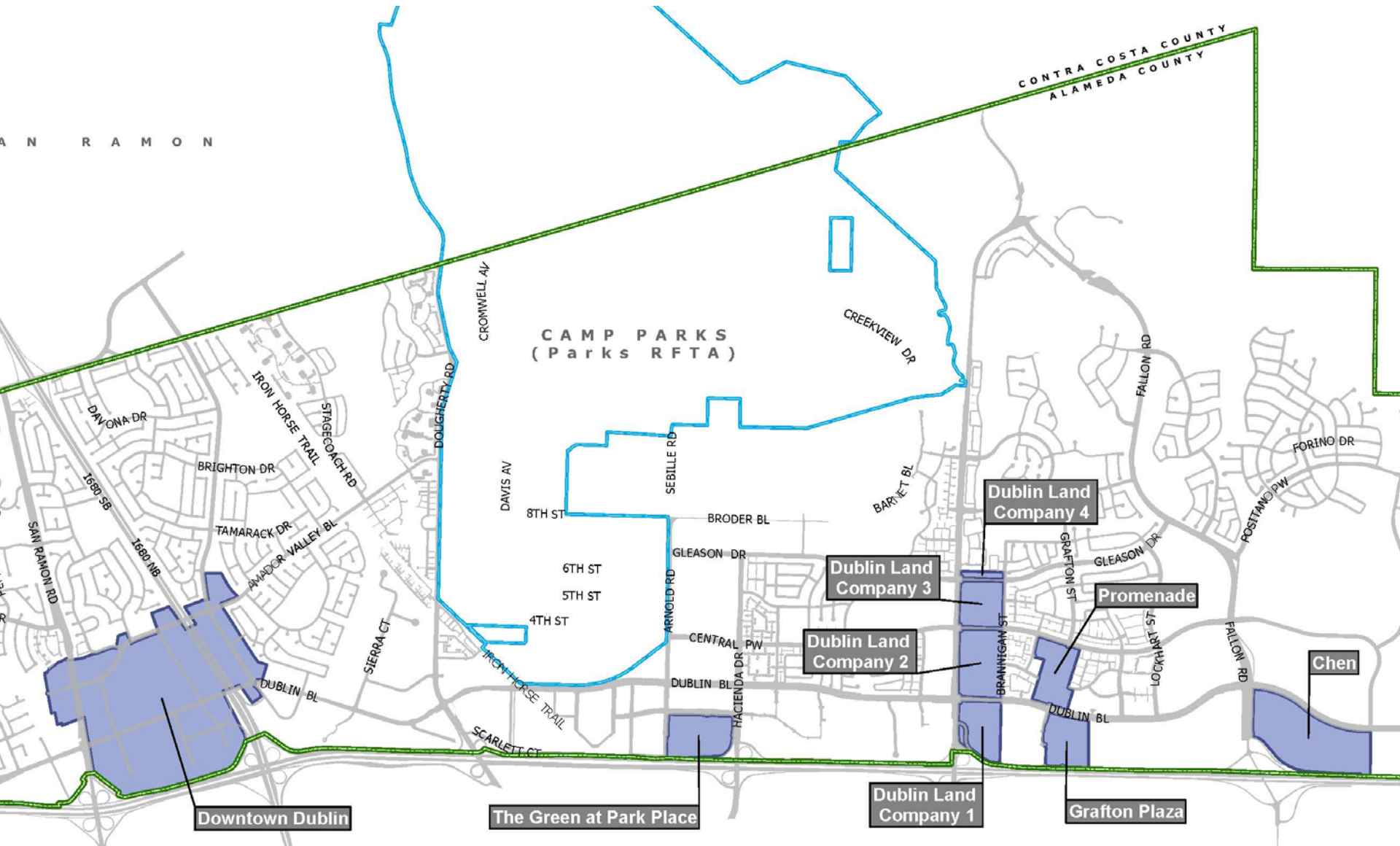


**How would you encourage
developers, property owners,
restaurants and shops to locate
and invest in Dublin?**



**How would you encourage
shoppers, diners and visitors to
choose Dublin?**

Homework Assignment Results

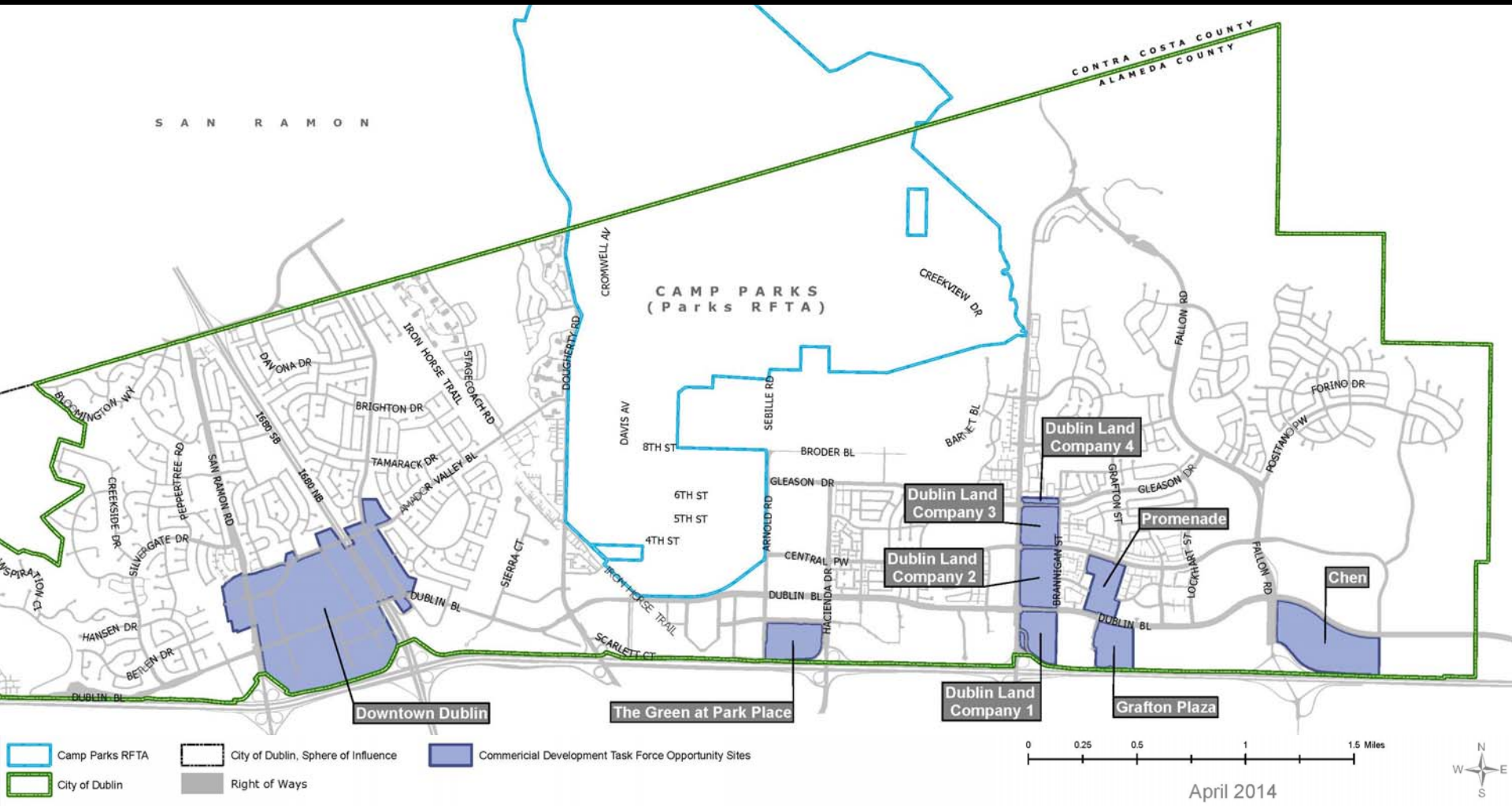


Question 1. Site Desirability

We have learned that for Dublin to support the amount of future retail development currently entitled within the city limits, an additional population of 220,000 would be required within the trade area. Moreover, this assumes that no other new retail development would occur elsewhere to compete for that demand. Freeway access and visibility, automobile circulation and parking, pedestrian/transit/bicycle friendliness are also key factors for commercial development.

Clearly, not all of the opportunity sites included in this study are equally capable of becoming viable commercially given the market factors and various site location constraints. At this point in the Task Force process, we would like each of you to take some time to consider the “desirability” of each of the five opportunity sites and to prioritize them in the order in which you believe they are most suitable for commercial development.

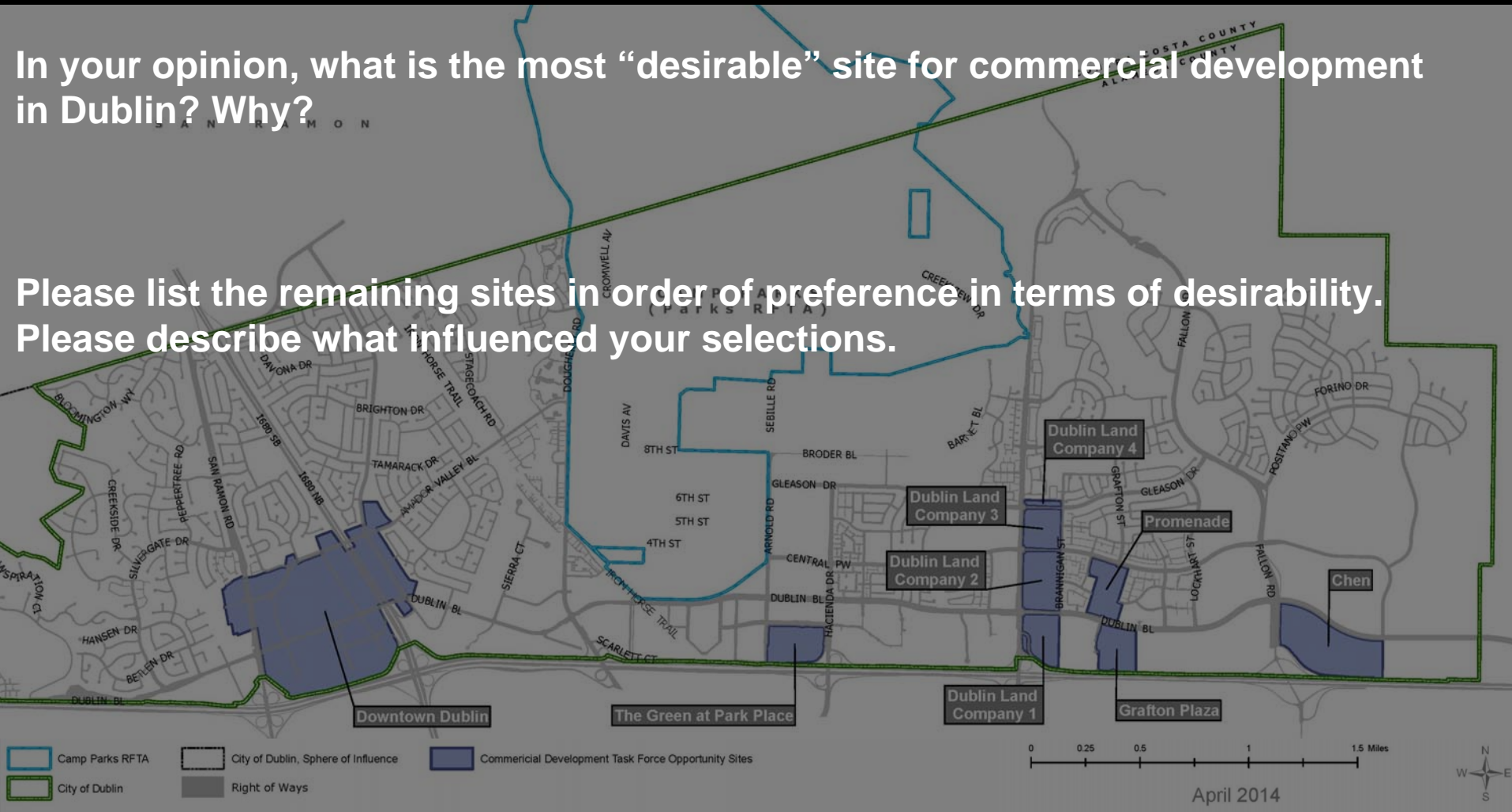
City of Dublin Opportunity Sites



Site Desirability

In your opinion, what is the most “desirable” site for commercial development in Dublin? Why?

Please list the remaining sites in order of preference in terms of desirability. Please describe what influenced your selections.



Site Desirability

	1*	2	3	4	5
Downtown Dublin	✓✓	✓✓✓		✓	✓✓
The Green at Park Place	✓✓		✓✓✓	✓	✓
Dublin Land Company	✓✓✓✓✓ ✓✓✓✓	✓✓✓	✓✓✓✓	✓	✓
The Promenade / Grafton Plaza	✓✓		✓✓	✓✓✓✓	
Chen Property	✓✓	✓✓			✓✓

Dublin Land Company

- Access to the freeway
- Visibility
- Located between western and eastern parts of the City
- Close to Emerald Glen Park

Site Desirability

Downtown Dublin

- Opportunity to be a “town center”
- Potential for walkability

The Green at Park Place

- Connectivity from BART
- Access and visibility
- Opportunity for pedestrian-friendly design

The Promenade/Grafton Plaza

- Medium-density housing nearby
- Proximity to Livermore outlets
- Nearby Target is a draw

Chen Property

- Close to large shopping areas
- Needed to serve east part of Dublin

Question 2. Commercial/Retail Typology

Some commercial development types are more appropriate for the Dublin market than others – neighborhood shopping center; hybrid power neighborhood center; hybrid power lifestyle center; Faux “Main Street” ; ethnic specialty center. Other types, or formats, are less likely to be pursued here.

On the following pages are some local Bay Area examples of the retail typology we have been discussing. With each example, we have included some supportive facts such as tenant mix, square footage and site acreage for you to consider in comparing these examples to the five opportunity sites in Dublin. (The tenants included in these examples are for comparison purposes only).

Commercial/Retail Typology

	TYPOLOGY				
Opportunity Site	Neighborhood Shopping Ctr.	"Faux" Main Street	Hybrid Power Nbhd. Ctr.	Hybrid Power Lifestyle Ctr.	Ethnic Specialty Ctr.
Downtown Dublin	✓✓	✓✓✓✓	✓✓✓		✓✓
The Green at Park Place	✓	✓			✓✓
Dublin Land Co. Parcel 1		✓	✓	✓	
Dublin Land Co. Parcel 2	✓✓✓	✓			
Dublin Land Co. Parcel 3					
Dublin Land Co. Parcel 4					
Dublin Land Co.	✓	✓	✓✓	✓	
The Promenade/ Grafton Plaza	✓		✓	✓✓	✓✓
Chen Property	✓		✓✓✓	✓✓✓	✓

Question 3. Range of Uses

When we talk about “commercial development” we include not only retail, but office space as well.

To clarify, retail uses involve the sale of finished goods (e.g., clothing, consumer products, groceries, and prepared food). Commercial uses involve the sale of goods and services (in addition to retail, this can include restaurants, barber shops, dry cleaning, etc). Office uses are intended for professional, administrative, or business related services.



Range of Uses

What land uses do you think make the most sense for each of the five development sites? Why?

	TYPE OF USE			
Opportunity Site	Retail	Office	Residential	Mixed-Use
Downtown Dublin	✓✓✓✓	✓	✓✓	✓✓✓
The Green at Park Place	✓✓✓✓	✓✓✓	✓	✓✓✓
Dublin Land Co. Parcel 1	✓	✓		✓✓
Dublin Land Co. Parcel 2	✓✓			✓✓✓✓
Dublin Land Co. Parcel 3	✓		✓✓	✓✓✓
Dublin Land Co. Parcel 4	✓		✓✓	✓✓
Dublin Land Co.	✓✓✓✓	✓✓	✓✓✓	✓
The Promenade/ Grafton Plaza	✓✓✓	✓✓	✓✓✓	✓✓✓
Chen Property	✓✓✓	✓✓✓✓✓	✓✓	✓✓✓

Question 4. Design Principle Elements

Design elements are important, both to developers and consumers, and help to define and distinguish one commercial market from another. For retail-oriented typology, freeway access and visibility, automobile circulation and parking are very key design elements.

There are however, other design principles important to all forms of development that are necessary in creating a sense of place and providing experiential qualities that draw people to a destination and entice them to stay. These include character-defining materials, amenities and landscaping, connectivity and access (e.g., physically and digitally).

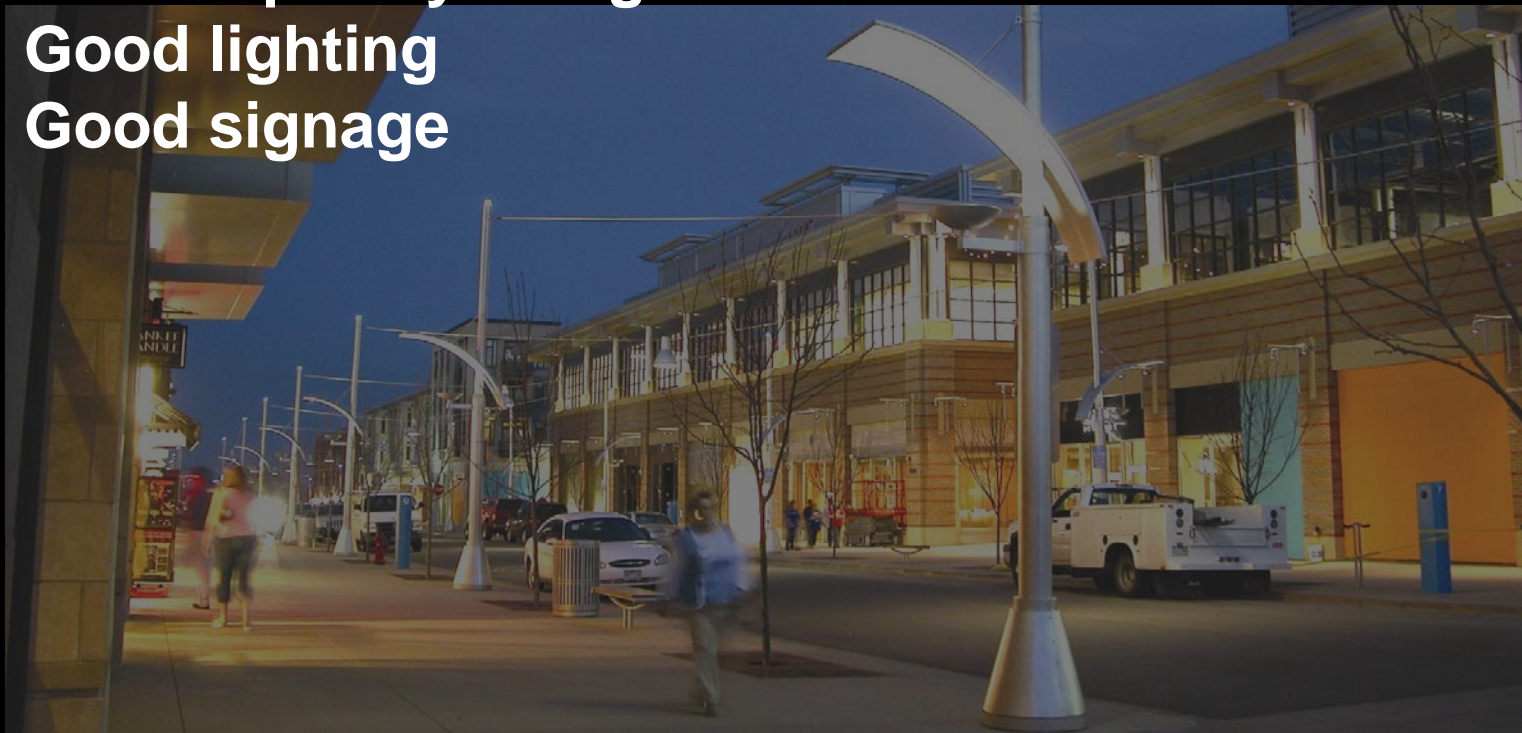
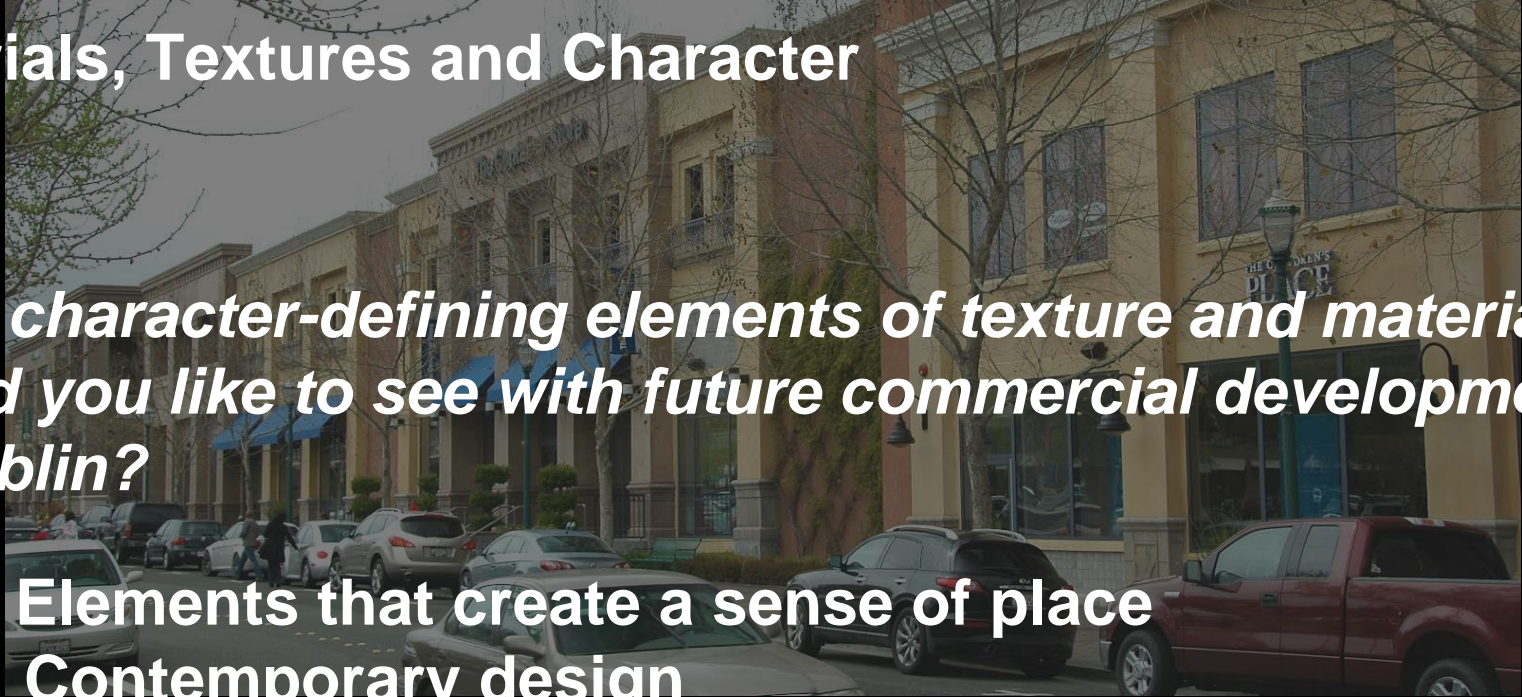
Materials, Textures and Character



Materials, Textures and Character

What character-defining elements of texture and materials would you like to see with future commercial development in Dublin?

- Elements that create a sense of place
- Contemporary design
- Good lighting
- Good signage



Amenities

Outdoor Café Seating / Lighting



Open/Green Space / Seating

Landscaping Features



Event Space



Water Features



Play Elements

Amenities

Outdoor Café Seating / Lighting

What kinds of amenities would you like to see with future commercial development in Dublin?

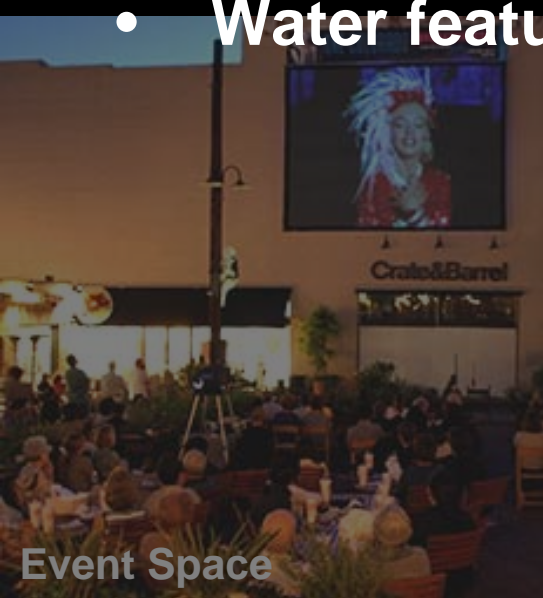
- Gathering places
- Play areas
- Event spaces
- Water features such as fountains



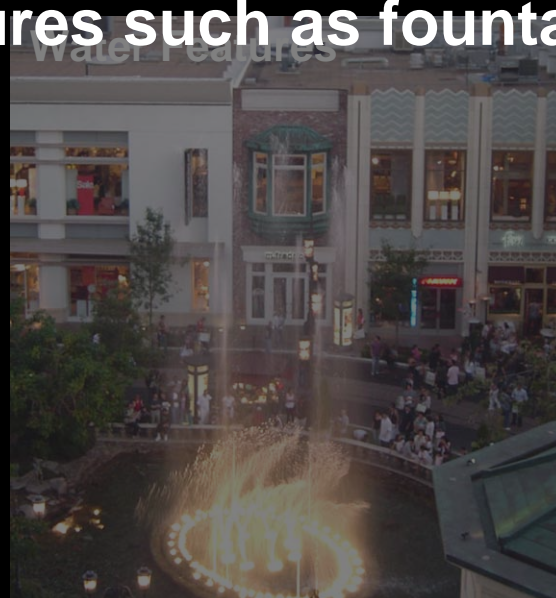
Open/Green Space / Seating



Landscaping Features



Event Space



Water Features



Play Elements

Connectivity, Access and Sustainability



Pathways and Parking Lot Landscaping



Bike



Solar Panels

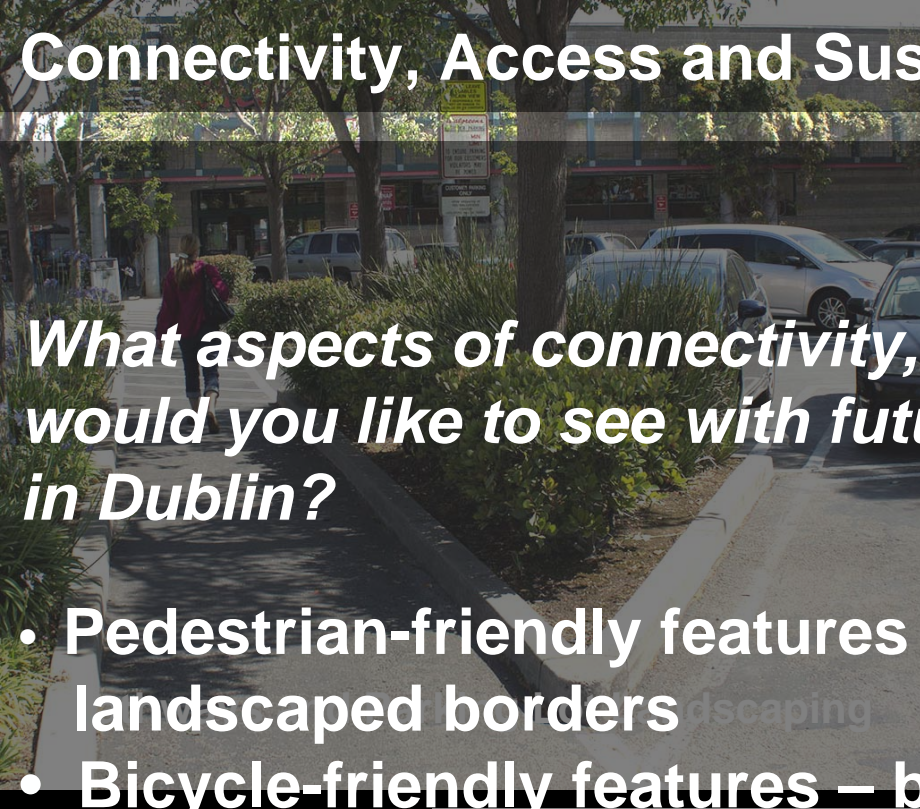
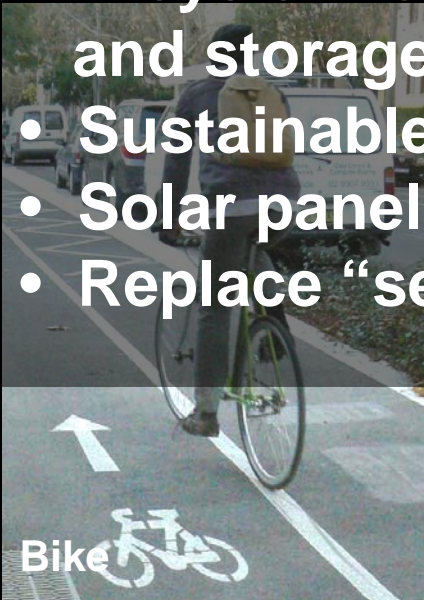


Stormwater Planters

Connectivity, Access and Sustainability

What aspects of connectivity, access and sustainability would you like to see with future commercial development in Dublin?

- Pedestrian-friendly features – safe pathways with landscaped borders
- Bicycle-friendly features – bike lanes, bike racks and storage
- Sustainable landscaping
- Solar panels
- Replace “seas of asphalt” with low-profile parking garages



Other comments

- **We need a mix of residential and commercial/retail on these sites**
- **We need a greater variety of restaurants to attract residents and visitors**
- **Improve traffic flow patterns within and around any future developments**
- **More parking and less building density at each site.**

Open Discussion



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